

LEO BURNETT COMPANY U.S.A.  
A DIVISION OF LEO BURNETT PARTNERS, INC.

Ad No. S-2246 - Cigar Packs - Reg. No. H6390 - B&W Brand - 8/5x11 - Vertical - 75 (A)

Printed in U.S.A.

## Philip Morris brands grew more last year than all others combined... 670 million packs

The total increase for all Philip Morris brands last year was 13.8%. This was four times larger than the overall growth of the whole industry.

Translated to packs, this means 525 million more Marlboro, 116 million more Benson & Hedges, 20 million more Parliaments, 34 million more Virginia Slims packs, in one year's time.

To the profit-oriented vendor, that says just one thing: Multiple columns for the fastest-growing brands: Philip Morris brands.

Don't be caught short. Your customers wouldn't like it -- and neither would you.

**Philip Morris USA**



SOURCE:  
The Standard Poor's Report,  
Feb. 1, 1977. Courtesy of the Standard &  
Poor's, First Securities, Inc.



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